



WEWS

# ORDER

Flight Dates **09/27/12-10/01/12**

Contract / Revision      **312243 /**

Original Date / Revision  
09/24/12    10/01/12

Advertiser **Healy-Abrams / Democrat / C**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product

**JHA - Q4 GE TV Cleveland 9.27-10.**

Agency Com    15%

Billing Contact    **Pam Newby**

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1298**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share 100% Market Value 11850

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	7	\$6,141.25	\$7,225.00	0.00
October 2012	6	\$3,931.25	\$4,625.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$10,072.50</b>	<b>\$11,850.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	7	\$6,141.25	\$7,225.00
10/01/12	10/01/12	6	\$3,931.25	\$4,625.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/27/12	10/01/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M--TF--	:15/:15	1	\$550.00	P-2	0.00	BK	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
Week:		10/01/12	10/07/12	M-----	1		\$550.00		0.00						
N 2	WEWS	09/27/12	10/01/12		CM	7-9a	M--F--	:15/:15	1	\$600.00	P-2	0.00	BK	2	\$1,200.00



**WEWS**

Print Date: 10/03/12

Page 2 of 2

Contract / Revision      **312243**      Flight Dates **09/27/12-10/01/12**

Hiatus Dates

Original Date / Revision    09/24/12/    10/01/12

Order Sep    00:20:00

Advertiser    **Healy-Abrams / Democrat /**    Product **JHA - Q4 GE TV Cleveland**    Estimate #    **1298**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F GMA 7-9a										
				M-F GMA 7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----F--					1	\$600.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00		
N 3	WEWS	09/27/12	10/01/12	SU GMA 8-9A	CM	8-9a	-----S	:15/:15	1	\$775.00	P-1	0.00 BK	1	\$775.00
				SU GMA 8-9A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----S					1	\$775.00		0.00		
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00		
N 4	WEWS	09/27/12	10/01/12	M-F 10-11a	CM	10-11a	---T---	:15/:15	1	\$550.00	P-2	0.00 BK	1	\$550.00
				M-F 10-11a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	---T---					1	\$550.00		0.00		
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00		
N 5	WEWS	09/27/12	10/01/12	M-F 6-630p News	CM	6-630p	M--TF--	:15/:15	1	\$1,300.00	P-2	0.00 BK	1	\$1,300.00
				M-F 6-630p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,300.00		0.00		
N 6	WEWS	09/27/12	10/01/12	M-F 7-730p	CM	7-730p	---T---	:15/:15	1	\$1,000.00	P-2	0.00 BK	1	\$1,000.00
				7-730p The List										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	---T---					1	\$1,000.00		0.00		
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00		
N 7	WEWS	09/27/12	10/01/12	M-F 730-8P	CM	730-8p	M--F--	:15/:15	1	\$1,000.00	P-2	0.00 BK	2	\$2,000.00
				730-8p Let's Ask America										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----F--					1	\$1,000.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00		
N 8	WEWS	09/27/12	10/01/12	M-SU 11-1135P Late News	CM	11-1135p	-----S	:15/:15	1	\$2,400.00	P-2	0.00 BK	1	\$2,400.00
				M-SU 11-1135P Late News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----S					1	\$2,400.00		0.00		
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00		
N 9	WEWS	09/27/12	10/01/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	M--T---	:15/:15	1	\$900.00	P-2	0.00 BK	2	\$1,800.00
				M-F 1135p-1202a Nightlir										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	---T---					1	\$900.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00		
N 10	WEWS	10/01/12	10/01/12	M-F 10-11a	CM	10-11a	M-----	:15/:15	1	\$275.00	P-3	0.00 BK	1	\$275.00
				M-F 10-11a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M-----					1	\$275.00		0.00		
Totals													13	\$11,850.00